

programming: the new literacy

sasha laundy, product & curriculum, codecademy
sasha@codecademy.com

physics & neuroscience

brave new world



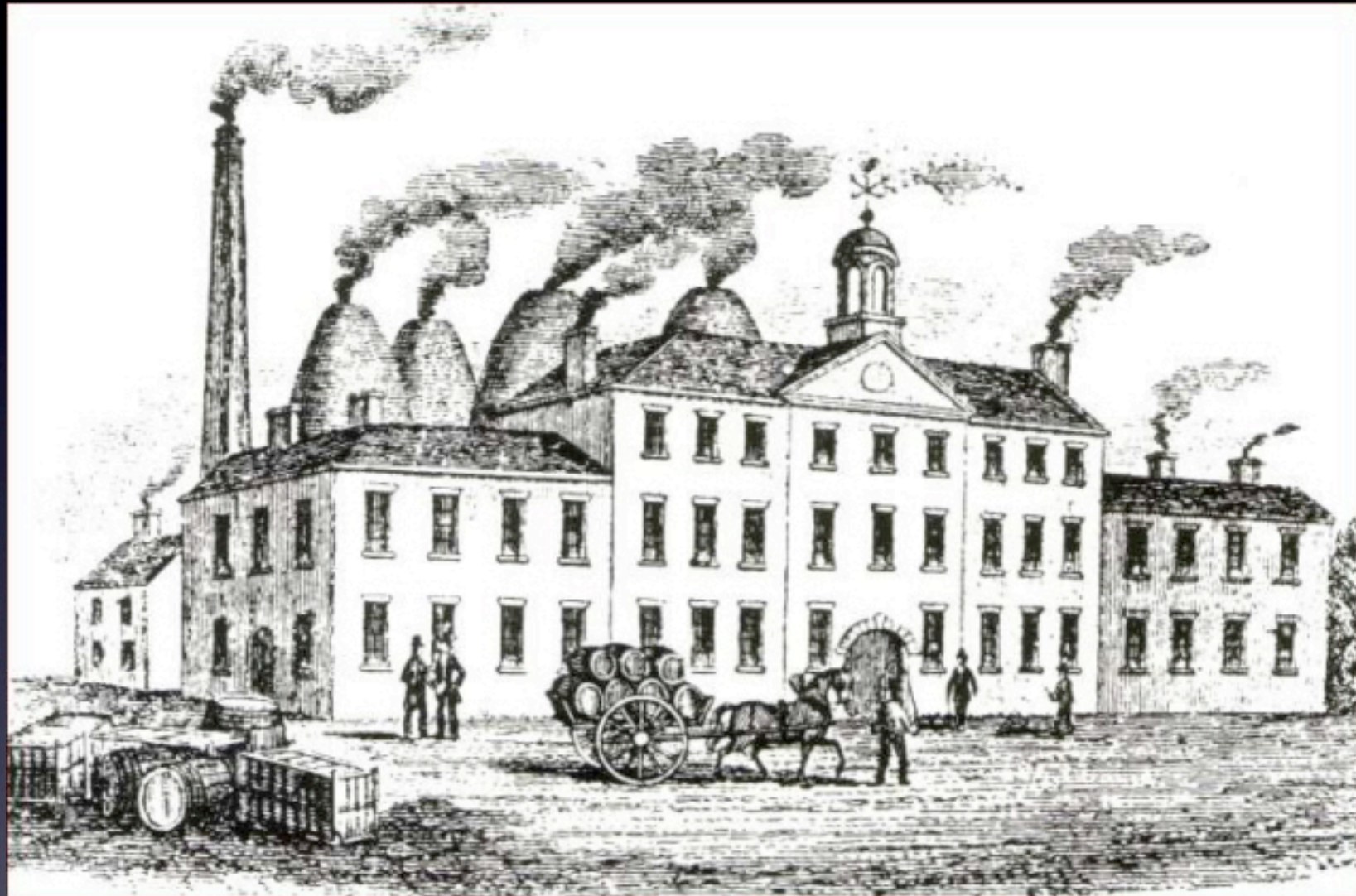
what is literacy?

19th century literacy

Reading

Writing

Arithmetic



21st century literacy

Reading

Writing

Arithmetic

Being Funny at Conferences

21st century literacy

Reading

Writing

Arithmetic

21st century literacy

Reading

Writing

Arithmetic

Algorithms

empowering





Ellie Wheeler
@ellie

 Follow



Instead of getting ready for a party, i'm squeezing in lessons @codecademy. Feels like i'm being let in on a set of secret powers.

 Reply  Retweet  Favorite



Adil Khan
@akhantweets

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[@Codecademy](#) Just made my first changes in a blog post using the 'html' mode vs 'visual' mode. Thank you!

 Reply  Retweet  Favorite



azmanam
@azmanam

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Couldn't have made NMR CoinFlip game
(bit.ly/MeYVxt) w/o @Codecademy and
#CodeYear. I didn't know ANY javascript
before January :)



Reply



Retweeted



Favorited



Coding Kiwi
@CodingKiwi

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Other half, learning CSS using
[@Codecademy](#) just skyped me "[#you](#) {
padding: 200%; }" [#burn](#) [#code](#)

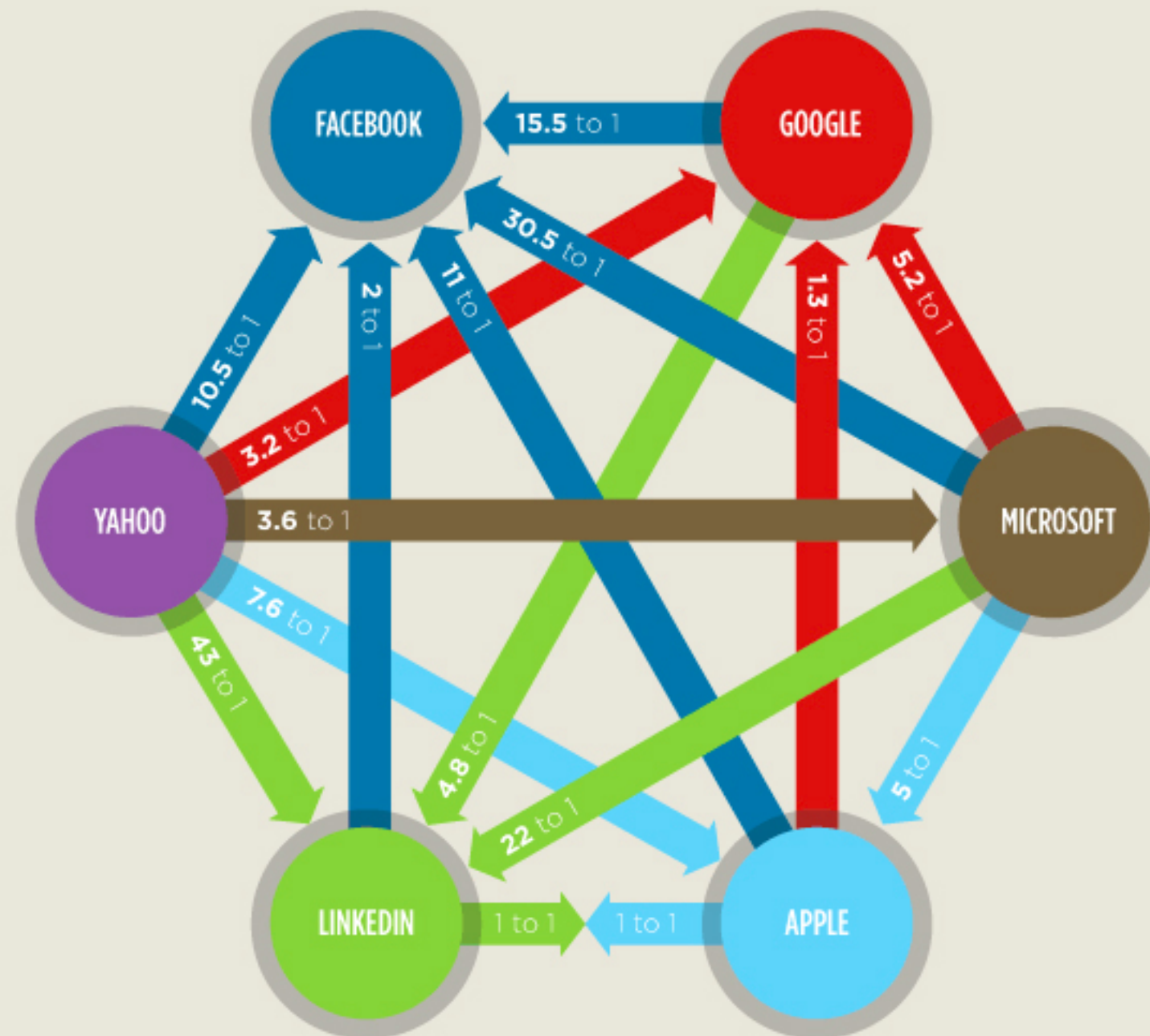
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#warfortalent

Talent Traffic

topprospect
DATA LABS

Ratio is number of employees moving from **Company A** to **Company B** for every one employee going in the other direction. Arrows point to company winning the talent battle.



demand for
programmers

education for
programmers



demand for
programmers

education for
programmers



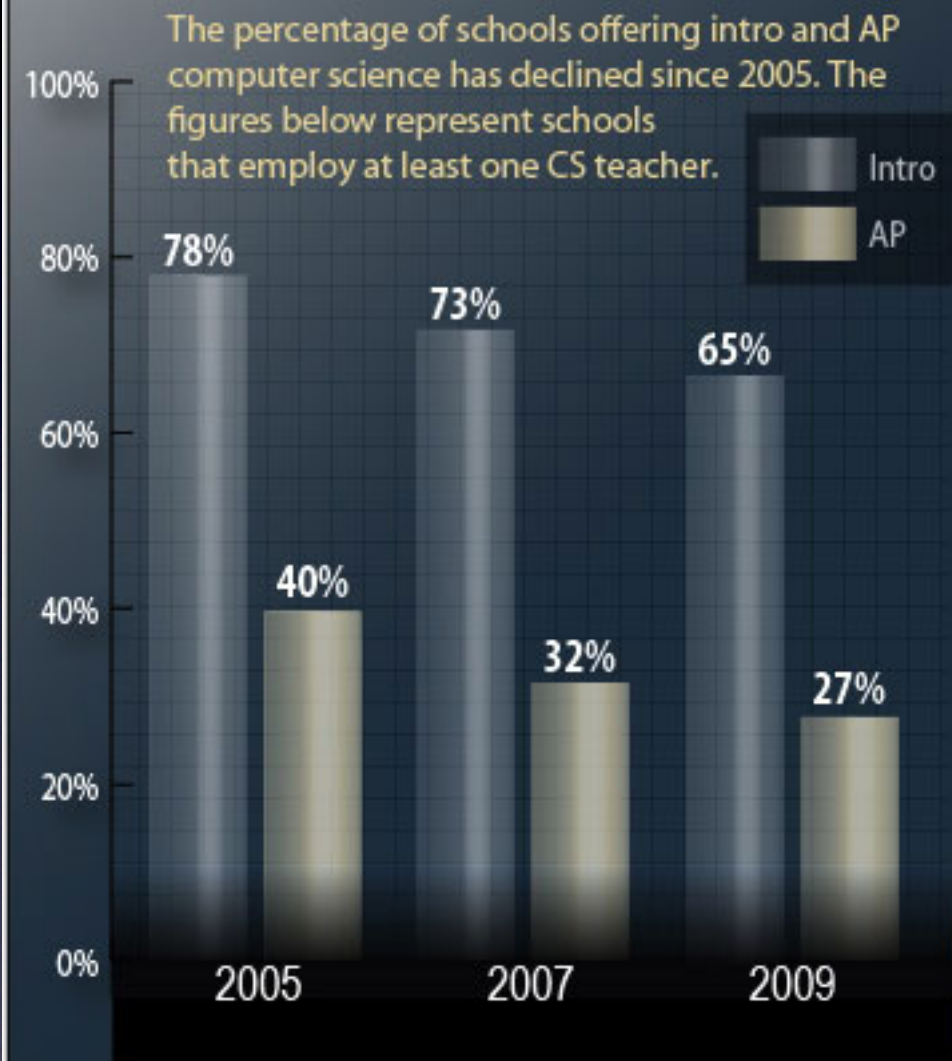
demand for
programmers



education for
programmers

this makes no sense

INTRO AND AP COMPUTER SCIENCE IN HIGH SCHOOLS



Source: Computer Science Teachers Association, 2009 CSTA National Secondary Computer Science Survey, August 2009.

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here's what we've
learned

people **do** want to
learn to program

1,000,000+



Code Year

**There's still time! Learn to
code in 2012.**

**457,829 people are learning to code
this year. Why not you?**



@MikeBloomberg

Mike Bloomberg ✓

My New Year's resolution is to learn to code with Codecademy in 2012! Join me.
codeyear.com #codeyear

4 hours ago via [Tweet Button](#)

Retweeted by [c0mmiebstnd](#) and 48 others

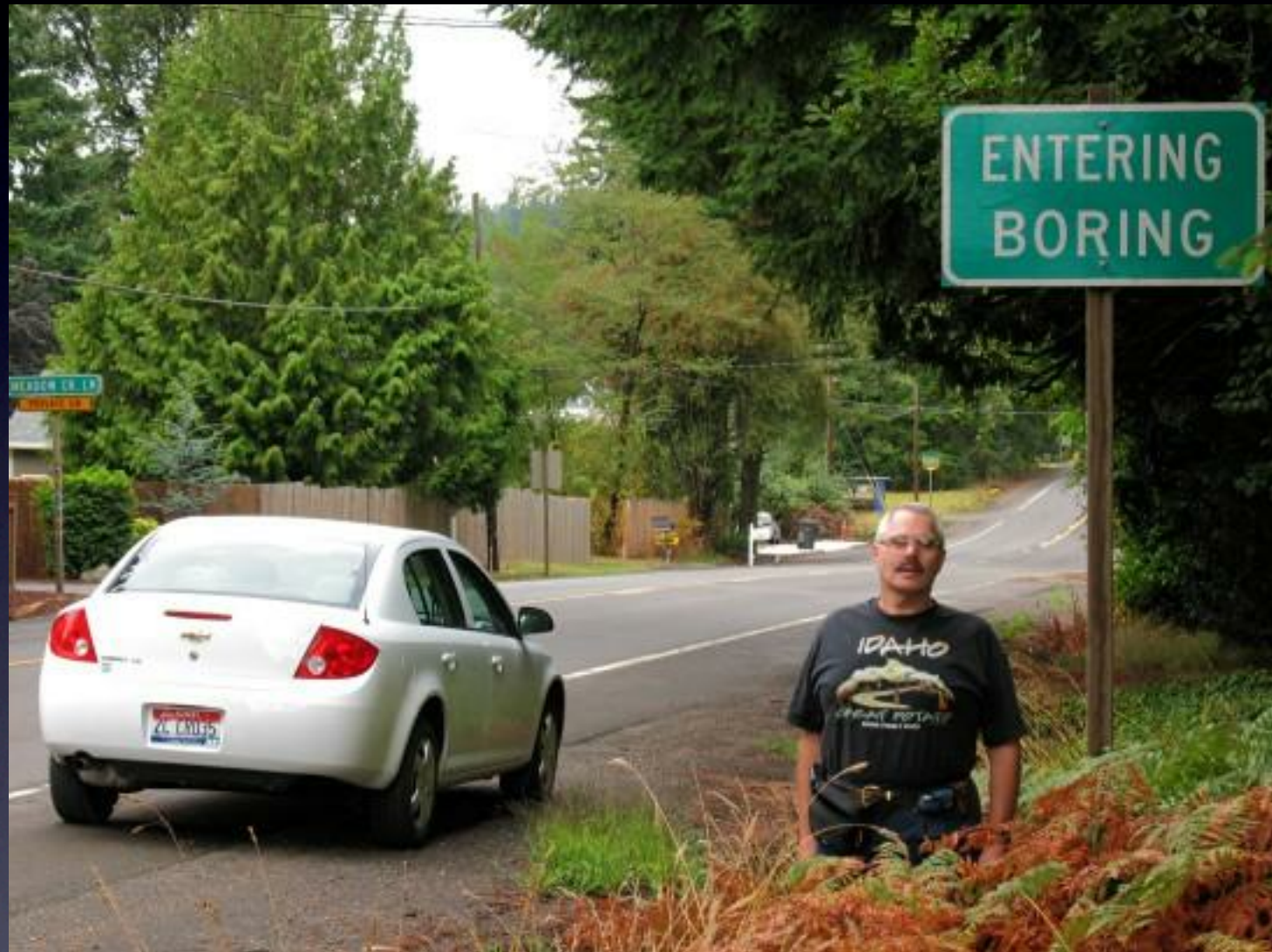


FROM: TWITTER.COM



people want to learn,
shockingly

the story of little sasha



not the filling of a pail,
but the lighting of a fire

consumers

makers



industry changes
quickly





learn by
doing and *discovering*

programming is
21st century literacy

lessons interweave
instruction and coding

lesson creation
testing
sharing

possibilities:

flipped classroom

code clubs

parents and students
learning together

learn by teaching

create custom lessons

collaborate

questions?

workshop time

thanks.

@sashalaundy

sasha@codecademy.com